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INTERNATIONAL SEMINAR ON INDUSTRIAL ENGINEERING AND MANAGEMENT

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Theme :

"The Quality of Supply Chain Management in Achieving World Class Industry"

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Foreword

Following the successes of the first International Seminar on Industrial Engineering and Management (ISIEM 2007), we are glad to organize the second event (ISIEM 2008). The theme raise to this year is supply chain management. Supply chain management is a cross-functional approach to managing the movement of raw materials into an organization, certain aspects of the internal processing of materials into finished goods, and then the movement of finished goods out of the organization toward the end-consumer. Supply chain management become more important as the competition in the global market and networked economy more intense and open. Organizations increasingly find that they must rely on effective supply chains, or networks, to successfully compete in the market. At the other hand, as organizations strive to focus on core competencies and becoming more flexible, they have reduced their ownership of raw materials sources and distribution channels. These functions are increasingly being outsourced to other entities that can perform the activities better or more cost effectively. The effect is to increase the number of organizations involved in satisfying customer demand, while reducing management control of daily logistics operations. Less control and more supply chain partners led to the creation of supply chain management concepts.

We accepted abstracts about 60 titles from Indonesia and abroad. Abstracts were reviewed by peer reviewers, and finally we published 40 titles.

We want to thank all those individuals or group who submitted papers for review and those whose papers were chosen for presentation at the seminar and those who submitted manuscripts to be published in this proceeding. We'd like also thanks reviewers specially, for their commitment, effort and dedication in undertaking the task of reviewing all the abstract that were submitted. Without their help and dedication, it would not be possible to proceeding in such a short time frame. We highly appreciate all members of committee director, steering committee and organizing committee for mutual efforts and invaluable contributions for the success of the seminar. Last but not the least, our greatest gratitude to Gunadarma University, Trisakti University, and Indonusa Esa Unggul University rectors, for their support and contribution for this seminar.

It is always a pleasure to host our colleagues from regional industrial engineering community to build networks and links that are essential parts for the development of industrial engineering in the future. For this reason, we plan to host this seminar every year with varies theme in industrial engineering and management. In the blessing of Lord, we expect your continually contribution for the coming year.

Rina Fitriana, ST., MT.
Seminar Chairwoman

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Behavioural Analysis of Information Technology Acceptance (Case Study: SME's Manufacture Industrial Sector in Jabodetabek)

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ABSTRACT

*Behavioral analysis of information technology acceptance for SME's manufacture industrial sector is aim to know how far information technology usage, especially computer in course of company operation. The relation between predictors variable, covering performance expectation, strive expectation, social influence and supporter condition of information technology usage, as well as in circuit with the moderating effect variable that is gender, experience, and age. Behavior analysis of information technology acceptance for SME's manufacture industrial sector using test of validity and reliability, correlation of rank spearman, partial correlation, and UTAUT model. Test the validity when data processed have the character of valid hence will be used in next calculation and moment tested with test of data reliability from all variable have the reliable character. While from that good correlation test correlation of rank spearman and partial indicate that relation between predictors variable to use information technology own the very real relation. Also variable moderating/control consisted the gender variable, experience and age influencing predictor's variable to goodness use storey level and also company performance own the very real relation. There are 36 responder with making financial reports usage computer. The predictor variables is performance expectation 0,525**, effort expectation 0,476** and social influence 0,165**. Hal ini tidak terlepas dari sektor industri manufakur itu sendiri yang memang tingkat kegiatan operasionalnya yang cukup tinggi. Variabel moderating/kontrol seperti variabel jenis kelamin, variabel pengalaman, dan variabel umur mempengaruhi variabel prediktor baik pada tingkat penggunaan teknologi informasi maupun kinerja perusahaan. Artinya tingkat penggunaan teknologi informasi dan kinerja perusahaan tidak hanya dipengaruhi oleh variabel prediktor saja tetapi juga variabel moderating/kontrol. Third have enough influence reality to usage information technology SME's manufacture industrial sector in Jabodetabek region. This matter not quit of manufacture industrial sector itself which is true mount the operational activity enough. The moderating/control variable like gender variable, experience variable and of old age variable influence predictor variable good usage information technology and company performance. That means the level information technology usage and company performance do not only influenced by predictor variable but also moderating variable.*
Key words: small to industry, correlation, moderating effect

1. INTRODUCTION

Use of information technology in environment is effort have become the requirement for every company to reach the efficiency and effective company. Pursuant to intention of adjustment technology the information hence various available to be information technology application form exploited, for example office application (data processing, calculation, graphical processing), decision support system, information system management, and others. Impacts which require to be studied from attendance of information technology in company environment is the happening of change in several things, for example way of working and also process the business. New adjustment technology in a company will have an effect on to performance of company.

A lot of company which technically succeed to apply the use of information technology in it company operation. The technology cause the company can process data swiftly, precisely and accurate. All information required allocable swiftly and draw the. Exploiting from industrial technology depended from various aspects. At aspect of adjustment technology of information and communications, Indonesia

is relative left behind to be compared by state of other. Technological left behind itself can be seen from availability of information technology infrastructure, sum up the computer owned by the company, or internet access.

The company who's using information technology identify with the big scale companies. How about SME's? Though, this sector gives the big enough contribution for Indonesia economics. SME's render the creation added of national value equal to 55.88 gratuity, at one blow able to permeate the big enough workers so that can depress the unemployment.

If seen from level of its scale, contribution of compared to higher GDP growth SME's Big Effort growth contribution. In the year 2003, from 4.61 gratuity of growth of national GDP totally 2.69 gratuity come from SME's growth. Then, in the year 2004 from 4.86 gratuity of growth of national GDP totally, mounting to become 2.85 gratuity come from growth SME's.

This writing the researcher will only study the SME's Manufactures industrial sector in Jabodetabek. Small industrial represent one of potential industry which require to be developed by government and also private sector party. Because permeable quite a lot worker compared to SME's commercial sector and services. Others, product yielded by this industry do not fail nicely with the product yielded by foreign company at the price of which cheaper relative.

This research target is (1) knowing how far information technology use, especially computer, in course of company operation; (2) knowing direct influence of predictor variable, covering performance expectance, effort expectance, social influence, and facilitating condition, to mount of information technology use; (3) knowing influence of moderating effect, covering gender, age, and experience to related between the predictor with the mount use of information technology which is adapted for requirement of SME's of manufactures industrial sector; (4) to analyzing the impact of information technology use to performance of SME's manufactures industrial sector.

2. THEORETICAL BACKGROUND

At theoretical model of UTAUT (unified theory of acceptance and use of technology) opened by Venkatesh et al., (2003), gender, age, experience, and nature of use (is obliged to or voluntary), representing moderating effect to use of an information system. While the predictor variables is performance expectancy, effort expectancy, social influence, and facilitating condition. Effort expectancy is amenity level of which deal with use of a system. (Venkantesh et al., 2003). The variable formulated pursuant to 3 construct at previous theory or model that is perception of amenity use (perceived easy of use-PEOU) from model TAM, complexity from model of PC utilization (MPCU), and use amenity from diffusion theory innovate. While performance expectancy is individual confidence level that using system will assist it to reach the work performance (Venkantesh et al., 2003). Variables in this model UTAUT is compiled by pursuant to 5 construct at previous theory or model, that is benefit perception (perceived usefulness-PU) from model TAM, motivate the extrinsic, work compatible, excellence relative, and expectancy of result.

Geffen and Straub (2000) expressing that role PEOU in fact more complex where PEOU measure the assessment of use amenity (perceived easy of use) and easy of learning from information technology consumer. Become the PEOU with reference to motivation of technology consumer which is relied on a intrinsic aspect assessment from technological use, for example interface and process in its technology use. Though aspect extrinsic from its information technology (is known by PU), in most cases, representing reason why technology is newly adopted.

Social influence is storey of somebody perception that other party believe that he/she better use the new system (Venkantesh et al., 2003). Social influence represent the determinant to behavioral target in using information technology, presented as subjective norm in TRA, TAM, TPB, social factor in MPCU, and also image in diffusion theory innovate. While facilitating conditions is individual confidence storey that technical and organizational media available to support the system (Venkantesh et al.,

2003). This variable is relied by 3 construct at previous theory or model that is behavioral controller perception at TPB, facilitating condition at MPCU, and compatibilities at diffusion theory innovate. Facilitating condition in use of computer can influence the system exploiting (Thompson, 1991) in Venkantesh et al. (2003). While Anderson and Schwager (2004) explaining four facilitating condition that is: (1) availability of resource; (2) adequate knowledge to use the technology; (3) as according to dissimilar system which have been used; (4) people availability or a group of one who can assist at the (time) of facing difficulty of system use.

3. RESEARCH METHOD

This Research is conducted at August 2007 - April 2008, by the object research is SME's residing in Jabodetabek region. Sample taken at random with the method is simple random sampling. With that method there are 50 samples from unit of SME's of manufactures industrial sector in region Central Jakarta, East Jakarta, North Jakarta, West Jakarta, South Jakarta, Depok, Bogor, Tangerang and Bekasi.

This research early by conducting of validity and reliability of research instrument and identify the factors which by empirics influence the intensity of computer use at SME's of manufactures industrial sector by using analysis factor. conducted for to Especial research know the influence factors to intensity of computer use, good by SME's owner and also by company, and also its impact to company performance, and also test the technological adoption models matching with condition of empirics SME's of manufactures industrial sector in Indonesia.

Factor to be checked in this research is individual factor of SME's owner including performance expectancy, effort expectancy, social influence, and facilitating condition, individual innovation energy; organization factor covering information technology infrastructure, type of effort, existence of resource information technology, and scale of effort; environmental factor of external covering pressure of competitor and [customer/client] influence; and intensity of use internet; and also factor of company performance covering growth of sale and advantage increase. Related/Relevant pattern between the factors form the model or research paradigm to be tested in this research, is visible at picture of following:

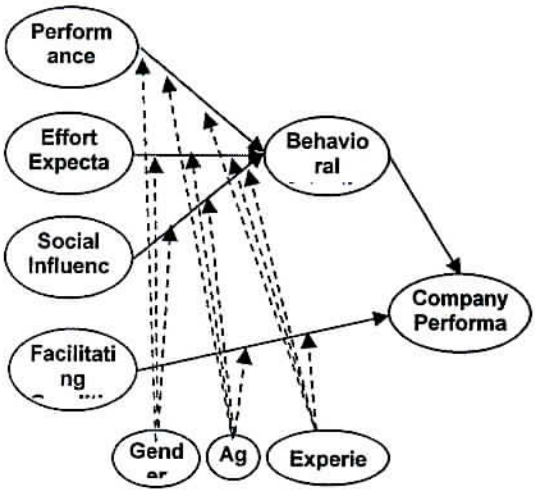

Figure 1. Research Model

Analysis method to be used in this research most quantitative method, that is: method of scale Measurement by using Semantic Differential and Likert Summated Rating realized in the form of research instrument becoming researcher guidance to measure each variables. The instrument will be tested by the validity and reliabilities. Examination of Validity and Reliabilities instruments to measure the discriminating powered by using Cronbach alpha test. Analyses The Correlation of Rank Spearman, used to know there is and not it correlation between two variables, that is independent variable and variable depended which have scale to ordinal (non-parametric). Correlation can yield the positive number (+) or negative (-). If correlation the positive number hence second correlation of variable have the character of unidirectional. Have the meaning if big independent variable hence variable depending of big also. Analyses the Partial Correlation, used to calculate the correlation coefficient depicting linear relation between two variables by conducting controlling effect which emerge because one or two variable addition is dissimilar. Correlation used to measure the linear correlation two variable. Basically two variables can have the perfect correlation. Even if that way, if second correlation variables is not linear hence incompatibles correlation coefficient to measure the second relation the variables.

Examination UTAUT (Unified Theory of Acceptance and Use of Technology) Model.

4. RESULT

From 50 responder which participate, percentage of organizer of SME's of manufactures industrial sector which man 56% (28 people) more amount compared to a percentage which woman 44% (22 people). Percentage SME's owner personal computer 68% (34 people) bigger than percentage SME's which do not own the personal computer 32% (16 people). From existence facet one of facility of information technology use, that is the availabilities of computer show the good enough result, because amount owning computer enough differ from which do not own the computer. percentage of Owner SME's made the financial report routinely 72% (36 people) compared to bigger of SME's which not yet made the financial statement routinely 28% (14 people). Then, percentage of owner SME's made the financial statement constructively computer equal to 70% (35 people) compared to bigger which its financial statement not yet been assisted by a computer. Seen by that making of financial statement constructively computer seen compared to by bigger of making of financial statement conducted unassisted of computer, though assistive program which generally used still be public wear, like Microsoft Word and Microsoft Excel.

From this research is seen that Alpha value yielded 0.945, from the value can be said that a measuring instrument wear for the research of this is reliable and from correlation value obtained to gyrate among -0.565 until 0.847, from the data acquirement, can be said that a instrument appliance wear to have the unfavorable validity value, because to interpret the validity test lay in by total item of statistic. Assess the validity of each visible question item at total value corrected item correlation of each question item by using responder as much 50 hence assess the obtainable r-table through df = sum up the case - 6. Become the df = 50 - 6 = 44, hence of r-table equal to 0.291. Question item told valid if that value r representing value from total corrected item of correlation bigger than r-table. So that, otherwise fulfill the conditions hence question item which needn't have to be eliminated.

Result of correlation rank spearman used to know there is or do not have relation of between two variable to be tested, and as used by independent variable performance expectance (X_1); effort expectance (X_2); social influence (X_3) facilitating condition (X_4). independent variable 1, 2, and 3 will be tested by its relation to variable behavioral intention (Y) and hereinafter variable Y will be tested by variable Company Performance (Z) while Facilitating Condition representing variable X_4 will be measured its relation with the company performance (Z).

Table 1. Result of Probabilities and Correlation of Rank Spearman

Variable	Prob.	Corr.	Boldness
$X_1 - Y$	0.000	0.525	Ha Accepted
$X_2 - Y$	0.000	0.476	Ha Accepted
$X_3 - Y$	0.000	0.487	Ha Accepted
$X_4 - Z$	0.000	0.568	Ha Accepted
$Y - Z$	0.000	0.682	Ha Accepted

From the test result indicate that there are correlations which are positive significant. Because from independent variable tested to be seen performance expectance represent the variable having biggest influence value to behavioral intention, later followed by social influence and effort expectance. This matter is not quit of industrial sector of manufactures itself which it is true mounts its operational activity which is high enough.

In analysis of partial correlation the relation between independent variables and variables depended influenced by controlling variables. For that used by a gender variable, experience, and age becoming controlling variables, the relation between performance expectance by behavioral intention, effort expectance by behavioral intention, social influence by behavioral intention, and facilitating condition to company performance.

Table 2. Result of Probabilities and Partial Correlation

Control Variable	Relation Each Variable	Prob.	Corr.	Boldness
Gender	X1 – Y	0.004	0.408	Ha accepted
	X2 – Y	0.018	0.337	Ha accepted
	X3 – Y	0.000	0.485	Ha accepted
Experiance	X1 – Y	0.025	0.319	Ha accepted
	X2 – Y	0.125	0.222	Ho accepted
	X3 – Y	0.004	0.399	Ha accepted
	X4 – Z	0.000	0.607	Ha accepted
Age	X1 – Y	0.121	0.246	Ho accepted
	X2 – Y	0.303	0.165	Ho accepted
	X3 – Y	0.017	0.372	Ha accepted
	X4 – Z	0.000	0.589	Ha accepted

This matter might possibly be caused by as SME's owner itself can determine the direction and company policy, included in computer use. Particularly again difference from direction and policy determined by SME's owner is oftentimes influenced by experience in running effort.

From the UTAUT model wear, selected by some variable to be tested, that is as independent variable, and as used by independent variable performance expectance (x_1); effort expectance (x_2); social influence (x_3) and facilitating condition (x_4). Independent variable 1, 2, and 3 will be tested by its relation to variable behavioral intention (Y) and hereinafter variable Y will be tested by variable Company Performance (Z) while Facilitating Condition representing variable X_4 will be measured its relation with the company performance (Z).

From independent variables tested to be seen by variable of performance expectance represent the variable having biggest influence value to later behavioral intention followed by social influence and effort expectance. The mentioned show that performance expectance have strong role to progress in use of technology information which affect finally can influence the company performance. second of other variable (social influence and effort expectance) seen also in very real influence the variable of behavioral intention to technological information usage specially in area of reporting and making of financial report to intact and precisely.

Facilitating Condition also had the real influence value to company performance. The mentioned can become the reference that existence of usage and domination ofjinformation technology in SME's manufactures industrial sector also have to be supported by adequate Facilitating Condition, so that its impact will be more be felt at company performance.

Intensity use of information technology in very real influences the company performance, the mentioned more and more to strengthen the hypothesis that technological information use intensively will affect very positive to company performance.

From seen above picture gender variable in computer use influence the tested independent variables (Performance Expectance, Effort Expectance, Social Influence) to intention to use the information technologies in this case use the computer to yield a financial report.

From seen above picture experience variable in computer use also influence between tested independent variables (performance expectance, effort expectance, social influence) to intention to use the information technology in this case use the computer to yield a financial report. While experience variable also have an effect on to influence of facilitating condition to variable of company performance, although assess the influence yielded real valuable.

Mount the use IT and also supporter facility influence in very real to company performance by totally. visible the mentioned from existence of influence between each independent variables (performance expectance, effort expectance, social influence) with the medium variable (behavioral intention) and supporter condition to company performance pursuant to examination UTAUT model.

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